

Subject: Facebook Gaming App Rejection
From: "Marc Shedroff" [REDACTED]
Received(Date): Wed, 18 Mar 2020 22:29:38 +0000
To: "Trystan Kosmynka" [REDACTED] >
Cc: "Vivek Sharma" [REDACTED] >
Date: Wed, 18 Mar 2020 22:29:38 +0000

Hi Trystan,

I hope you are well and that your team and family are doing OK, all things considered.

As you're likely aware, our Facebook Gaming app (Apple ID:1496439256) was rejected on iOS several weeks ago and our subsequent appeal was rejected this week on the grounds that the App Review Board believes that the primary purpose of the app is HTML5 games / code distribution. Where we're struggling with the logic of this rejection is the perception that this app's primary purpose is to distribute HTML5 games; in reality it's a very low % of the overall time spent and engagement on our Android version, which is already in market, and we don't have reason to believe this would be any different on iOS.

I appreciate that your team is likely stretched thin given everything that's going on, but we'd appreciate it if we could get on a call or VC at your convenience in the coming days to provide more context and try to find a path forward. Vivek - cc'd - leads the entire Product organization for Gaming here at FB, and he will join me.

Thanks,

Marc